

CUSTOMER NO.: 24498**Serial No. 10/581,815**

Response to First Office Action dated 7/28/08

Response dated: 10/16/08

PATENT**PD030124****RECEIVED
CENTRAL FAX CENTER****OCT 16 2008****Amendments to the Claims**

Please add claims 13-14.

Please amend claims 1-6, 9 and 11-12 as follows:

1. (Currently Amended) A method for generating an interactive electronic menu on a display, the menu comprising menu buttons items, wherein a menu button item may be in a deselected, selected or activated state, and the menu being coded into a menu data segment, comprising
 - a. ~~connecting~~ retrieving a data segment having encoded therein at least data for a first and a second menu item button and data connecting the first and the second menu button by a parent-child relationship, wherein the second menu button item being a child of the first menu button item can only be selected when the first menu button item is selected[[:]] and
 - b. ~~coding the first and the second menu item into the same menu data segment,~~ wherein at least one button command is associated ~~with a~~ to the first menu button item and coded into said menu data segment, the button command being usable for modifying ~~a the~~ the visibility of at least ~~one other menu item the~~ second menu button;
 - b. generating the interactive menu on a display, wherein at least the first menu button but not the second menu button is displayed; and
 - c. upon selection of the first menu button and execution of said button command, modifying said interactive menu such that the first and the second menu button are displayed simultaneously.
2. (Currently Amended) Method according to claim 1, wherein the second menu button is only visible when the first menu button item is in the selected state.
3. (Currently Amended) Method according to claim 1, wherein the second menu button item is not selectable.
4. (Currently Amended) Method according to claim 1, wherein the menu data segment contains at least for the first and the second menu button item

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neighbour information, the neighbour information defining which other menu button item may be selected when said first or second menu button item is in the selected state.

5. (Currently Amended) Method according to claim 1, wherein the menu relates to the content of a removable read-only storage medium, and the menu data segment is stored on the respective removable read-only storage medium.
6. (Currently Amended) Method according to claim 1, wherein said other menu data button item is also coded into said menu data segment, wherein the visibility also comprises the colour look-up table relating to a menu button item.
7. (Cancelled)
8. (Cancelled)
9. (Currently Amended) Method according to claim 1, wherein a third menu button item is connected to the second menu button item by a parent-child relationship, wherein the third menu button item being a child of the second menu button item can only be selected when the second menu button item is selected, and wherein the first, the second, and the third menu button item are coded into the same data segment.
10. (Cancelled)
11. (Currently Amended) Method according to claim 1, wherein the parent-child relationship within the menu data segment is indicated by a unidirectional or bi-directional link or identifier being retrieved from the menu data segment.
12. (Currently Amended) Apparatus for generating an interactive electronic menu on a display, the menu comprising menu buttons items, wherein a menu button item may be in a deselected, selected or activated state, and the menu being coded into a menu data segment, ~~wherein it comprises~~ comprising:

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- means for ~~selecting menu items, wherein~~ retrieving a data segment having encoded therein at least data for a first and a second menu item are connected button and data connecting the first and the second menu button by a parent-child relationship, wherein the second menu button item being a child of the first menu button item can only be selected when the first menu button item is selected[;]] and
 - ~~means for decoding a data segment containing code of the first and the second menu item, wherein at least one button command is associated to [[a]]~~ the first menu button item and coded into said menu data segment[; and]]
 - ~~means the button command being usable for modifying a~~ the visibility of at least one other the second menu item according to said button command;
 - means for generating the interactive menu for being displayed on a display, wherein at least the first menu button but not the second menu button is displayed; and
 - means for modifying said interactive menu, upon selection of the first menu button and execution of said button command, such that the first and the second menu button are displayed simultaneously.
13. (New) Apparatus according to claim 12, wherein the second menu button is rendered as a new graphic element on the display, wherein the newly rendered button supersedes and erases all other buttons rendered before on the same display position and wherein the remainder of the display is not re-rendered.
14. (New) Method according to claim 1, wherein the second menu button is rendered as a new graphic element on the display, wherein the newly rendered button supersedes and erases all other buttons rendered before on the same display position and wherein the remainder of the display is not re-rendered.